

MARTINE
PENILLA &
GENCARELLA, LLP



INTELLECTUAL
PROPERTY
COUNSEL

May 7, 2008

United States Patent and Trademark Office
Post Office 1450
Alexandria, Virginia 22313-1450

VIA FACSIMILE ONLY

Attention: Deposit Account Refunds

Re: U.S. Patent Application Entitled: SYSTEM AND METHOD FOR ADVANCED
SERVICE INTERACTION
Application No. 10/808,761
Filing Date: March 24, 2004
Our Reference: SUNMP324
Deposit Account No. 50-0805

Gentlemen:

This letter is to request a refund of \$340.00 for paying for an extension for response within second month when it should have been an extension for response within first month. Enclosed are copies of the Amendment dated November 19, 2007 as well as the Patent Postcard for your reference.

Additionally we enclose a copy of a computer printout of our Deposit Account Statement, dated December 2007. The Deposit Account Statement shows a debit dated December 28, 2007 of \$460.00 for Fee Code 1252, when it should be a Fee Code 1251 for \$120.00 regarding the above-identified patent application.

As the amount of \$460.00 was incorrectly submitted, please refund our Deposit Account No. 50-0805 in the total amount of \$340.00 as soon as possible. Thank you for your assistance.

Sincerely,
MARTINE PENILLA & GENCARELLA, LLP

A handwritten signature in dark ink, appearing to read 'Michele Miyasaki', written over a horizontal line.

Michele Miyasaki
Assistant Office Manager

/mm
Enclosures

710 Lakeway Drive, Suite 200 ■ Sunnyvale, California 94085
PHONE: 408-749-6900 ■ FAX: 408-749-6901 ■ www.mpiplaw.com



United States
Patent and
Trademark Office

Deposit Account Statement

Requested Statement Month: December 2007
Deposit Account Number: 500805
Name: MARTINE, PENILLA & GENCARELLA
Attention: PETER B. MARTINE
Street Address 1: 710 LAKEWAY DRIVE
Street Address 2: SUITE 170
City: SUNNYVALE
State: CA
Zip: 94086
Country: UNITED STATES

DATE	SEQ	POSTING REF TXT	ATTORNEY DOCKET NBR	FEE CODE	AMT	BAL
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4/9/2008

Deposit Account Statement

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4/9/2008

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\$22,354.00	\$25,991.00	\$40,230.00	\$36,593.00

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PATENT POSTCARD - Customer No. 32291

Docket No. **SUNMP324** Appin. No. **10/808,761** Date **Nov. 19, 2007**
By: **ASP** Filing Date: **March 24, 2004** Express Mail No.:
Inventor(s): **COWARD et al.**
Title: **SYSTEM AND METHOD FOR ADVANCED SERVICE INTERACTION**

The following has been received in the U.S. Patent & Trademark Office on the date stamped below:

Amendment (9 pages), response to Office Action of July 19, 2007

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the application of:

Coward, R. Daniel et al.

Application No.: 10/808,761

Filed: March 24, 2004

For: SYSTEM AND METHOD FOR
ADVANCED SERVICE INTERACTION

) Group Art Unit: 2643
)
) Examiner: Huynh, Nam Trung
)
) Atty. Docket No: SUNMP324
)
) Date: Nov. 19, 2007
)
)
)

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on Nov. 19, 2007.

Signed: _____

M Penilla

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Dear Sir:

Applicants submit this paper in response to the non-Final Office Action mailed July 19, 2007. This paper is timely filed within the three-month period for response which extends to November 19, 2007. Applicants request reconsideration of the subject application in light of the following:

Listing of Claims, which begins on page 2 of this paper.

Applicants' Remarks/Arguments, which begin on page 7 of this paper.

Amendment

1

Atty. Docket No. SUNMP324

U.S. Application No. 10/808,761
Amendment Dated November 19, 2007
Reply to Office Action of July 19, 2007

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

Claims 1 – 8 (Canceled)

Claim 9 (Previously presented) A system for providing advanced service interaction for a mobile device, comprising:

a user action proxy that detects user actions, stores user action information in the user information system, and monitors each service subscribed to by the user for a pattern common to at least two services;

a user information system storing user profile information and the user action information based on a particular user;

a service information system storing service description data describing a plurality of services available to the user;

a ranker filter module that predicts a set of services from the plurality of services that the user is expected to utilize within a predefined period of time based on the user profile information and the user action information stored in the user information system; and

a renderer that generates a display of the set of services on the mobile device, wherein the renderer displays services of the set of services in a primary, secondary, and tertiary positions on a mobile device display, and wherein the primary positions are most predominate in the mobile device display and the tertiary positions are least predominate in the mobile device display.

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Amendment Dated November 19, 2007
Reply to Office Action of July 19, 2007

Claim 10 (Original) A system as recited in claim 9, wherein the user profile information includes user usage pattern information describing service usage patterns of the user.

Claim 11 (Previously Presented) A system as recited in claim 9, wherein the user profile information includes specific user personal information.

Claim 12 (Canceled)

Claim 13 (Previously Presented) A system as recited in claim 9, wherein the service description data defines how each service can be presented to a user.

Claim 14 (Previously Presented) A system as recited in claim 9, wherein the service description data further defines how each service can be aggregated with another service.

Claim 15 (Previously Presented) A system as recited in claim 9, further comprising a service aggregator that combines at least two services into a linked aggregated service using the service description data, the linked aggregated service providing information from both services to the user in a pooled form.

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Reply to Office Action of July 19, 2007

Claim 16 (Previously Presented) A system as recited in claim 9, wherein the user action proxy notifies the user of the pattern.

Claim 17 (Previously Presented) A system as recited in claim 9, further comprising a front end system in communication with the renderer, the front end system providing an entry into the system.

Claims 18 – 21 (Canceled)

Claim 22 (Previously presented) A method for creating a presentation for advanced service interaction on a mobile device, the method comprising:

generating a home page display on the mobile device, wherein the home page display includes a set of services selected from a plurality of services, the set of services selected from the plurality of services according to a prediction about the set of services that a user is expected to utilize within a predefined period of time based on a profile associated with the user, at least one service of the set of services being associated with a particular service, wherein the particular service is different from each service of the plurality of services, wherein services of the set of services are displayed in a primary, secondary, and tertiary positions on the home page display, and wherein the primary

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positions are most predominate in the home page display and the tertiary position are least predominate in the home page display;

accepting signals from a user input device to allow a selection of the at least one service of the set of services, wherein the selection of the at least one service of the set of services facilitates the user interacting with the particular service;

storing usage pattern information describing a usage pattern of the particular service in the profile associated with the user; and

generating a query display on the mobile device, wherein the query display is generated based on the usage pattern information describing the usage pattern of the particular service, the query display prompting the user to add the particular service to the set of services, wherein a confirmation from the user facilitates including the particular service in the set of services displayed in the home page display.

Claim 23 (Previously Presented) A method as recited in claim 22, wherein the profile includes user profile information derived based on previous interactions with services.

Claim 24 (Previously Presented) A method as recited in claim 22, wherein the profile includes service usage pattern information describing service usage patterns of the user.

Claim 25 (Previously Presented) A method as recited in claim 22, wherein the profile includes specific user personal information.

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Claim 26 (Canceled)

Claim 27 (Previously Presented) A method as recited in claim 22, wherein service description data defines how each service of the plurality of services can be presented to a user.

Claim 28 (Previously Presented) A method as recited in claim 27, wherein the service description data further defines how each service of the plurality of services can be aggregated with another service.

Claim 29 (Previously Presented) A method as recited in claim 28, further comprising the operation of combining at least two services of the plurality of services into a linked aggregated service using the service description data, wherein the linked aggregated service provides information from each of the at least two services to the user in a pooled form.

Claim 30-33 (Canceled).

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Reply to Office Action of July 19, 2007

REMARKS/ARGUMENTS

Applicants thank the Examiner for a careful review of this application. Applicants respectfully request reconsideration of the application in view of the following remarks. The rejections of cancelled claims 30-33 are rendered moot.

Claims 9-11, 13, 22-25, 27, 30, and 31 were rejected under 35 USC § 102(e) over Sorvari et al. (US 2004/0043758) "Sorvari". This rejection is respectfully traversed.

Sorvari et al. defines, for example, a wireless device, such as a phone, PDA, that is enabled to compile multiple lists of bookmarks, wherein lists may be organized on the basis of user access. A mobile telecommunications device includes a browser to permit a user to navigate between different pages and display information therefrom. The device has a processor to compile various lists of bookmarks. The lists contain entries selected by the user or may have bookmarks downloaded to the device, by a network operator. The lists can also include the bookmarked addresses accessed most recently or most frequently by the user. The lists can have entries corresponding to addresses previously accessed by the user manually typing the address into the handset. The lists may be restricted to a limited amount of entries, or may contain all the entries in the bookmark list or manually entered, in order of frequency of access by the user. As can be seen, the emphasis is on bookmarks, and providing recommendations to users, based on prior use.

To the contrary, the one aspect of the invention, which is not taught by the Sorvari recommendation system, is the rendering of a display of the set of services. The bookmarks provided by the Sorvari are not services on their own, nor do they represent a link to a service. Technically, a bookmark is like a shortcut to an internet website (URL), and the link may or may not be present when accessed. Addresses on the internet change over time, and

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many times, it is possible to click on a link that takes the user to a down site. For this reason, search engines utilize crawler software that searches the web to identify active and non-active sites. Further, the presentation of the URL bookmarks in lists, in the form of a recommendation, does not actually define the presentation. The list only defines a recommended list, from which a user may or may not select. In the claimed invention, a renderer generates a display of the set of services on the mobile device. The renderer displays services of the set of services in a primary, secondary, and tertiary positions on a mobile device display. The primary positions are most predominate in the mobile device display and the tertiary positions are least predominate in the mobile device display. Functionally and structurally, it is submitted that Sorvari is simply directed to a different technology than that of what is claimed. It is appreciated that Sorvari shows a list, but the list is not of services on a mobile device, but for internet websites that can be accessed, if the selected by the user based on a predicted recommendation.

Claims 14-17, 28, 29, and 33 were rejected under 35 USC § 103(a), as being unpatentable over Sorvari in view of Fano et al. (2002/0133545) "Fano". This rejection is respectfully traversed. Fano teaches a location based user interface that initiates a location-based service based upon the location of the user. See Fano at page 2, paragraph 23; page 10, paragraphs 94-96. It is submitted that Fano does not cure the deficiencies of Sorvari. Accordingly, it is respectfully submitted that the dependent claims rejected under Section 103 are patentable over the combination, for at least the same reasons the independent claims are believed patentable.

Accordingly, a Notice of Allowance is respectfully requested. If the Examiner has any questions concerning the present amendment, the Examiner is requested to contact the undersigned at (408) 749-6903.

Amendment

8

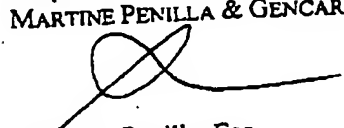
Atty. Docket No. SUNMP324

U.S. Application No. 10/808,761
Amendment Dated November 19, 2007
Reply to Office Action of July 19, 2007

Please charge a ONE MONTH extension to Deposit Account No. 50-0805 (Order No. SUNMP324).

If any additional fees are due in connection with filing this amendment, the Commissioner is also authorized to charge Deposit Account No. 50-0805 (Order No. SUNMP324). A duplicate copy of the transmittal is enclosed for this purpose.

Respectfully submitted,
MARTINE PENILLA & GENCARELLA, L.L.P.


Albert S. Penilla, Esq.
Reg. No. 39,487

Martine Penilla & Gencarella, LLP
710 Lakeway Drive, Suite 200
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Customer Number 32291

Amendment

9

Atty. Docket No. SUNMP324

Document code: WFEE

United States Patent and Trademark Office
Sales Receipt for Accounting Date: 12/28/2007

DFLOYD SALE #00000002 Mailroom Dt: 11/29/2007 500805 10808761
01 FC:1252 460.00 DA

Adjustment date: 05/15/2008 SDIRETA1
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05/15/2008 SDIRETA1 00000001 500805 10808761
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